

CORPUS CHRISTI CALLER

CALLER PUBLISHING COMPANY

JOHN W. STASTON, Managing Editor

Member Associated Press

The Associated Press is exclusively entitled to the news contributions of all news creditmen in its several member cities in this paper and also the local news published therein.

Subscription Rates

The price of the Caller is 15 cents, to be paid by mail or 17.50 by carrier.

Subscribers when remitting a change of address should give both the old and new addresses. Care is taken to list each name for those papers and news items to which others are not entitled.

Advertisers when remitting a change of address should give both the old and new addresses. Care is taken to list each name for those papers and news items to which others are not entitled.

CIRCULATION DEPARTMENT
PHONE 521

Address all business communications and news can be sent to the publisher, news editor and express orders to the Caller Publishing Company. All items, notices and correspondence should be addressed to Editor, Corpus Christi Caller.

Entered as second class matter at the post office in Corpus Christi, Texas. CIRCULATION BOOKS OPEN TO ADVERTISERS

Thursday, Sept. 26, 1918

EVERY MAN'S BUSINESS

War is no longer three thousand miles away. The casualty lists have changed all that. And the Fourth Liberty Loan ought to be our affirmation of allegiance to the millions who do our work, who shoulder our burden, who fight our fight, over in France. All cannot fight. All can lend the Government some portion of the billions it stands in need of to further its designs. The time has passed for explanations and evasions. Those persons who refuse to do their part will be advised to their fellows, and there will be no wise whitewash this time—not a bit of it. Nueces county has to raise its quota. Nueces county is going to raise its quota. And everybody in Nueces county who is able to help is going to help—or know the reason why.

IN COMMON CAUSE

Governor Hobby is going to Washington to urge a fair price for cotton. He has the interest of the State at heart, but will not oppose the greater interest—the interest of the Nation. He has an abundance of data in his possession. He will put his argument before the President. It is best that he should. We have no doubt that the price to be fixed will be a price high enough to enable the South to prosper and do its part. President Wilson has been liberal in his estimates, and his grasp of affairs is sufficient. He is not acting to hurt, but intends to do that thing which is certain to help.

ONE

I have one life to live. I have one little girl who is like a gladness. She is only 14 months old, a thoughtless child, and plays around me the whole day through. I am a sentimental person myself, the driver and passenger. I have very narrow escapes, too many to mention, and speed that made my hair stand on end. I am prepared. In a minute someone will call. It will be a frantic race, filled with agonizing suspense. A call in space. He will be very deliverable. There is something in a father's instinct when he runs to his little girl with a sort of eagerness.

ALL ABOARD!

Will W. Wood is not far removed. He manifests unusual human concern in the welfare of the department which he so nobly failed to consider. He wants to create additional fish hatcheries for additional and better fisheries. With Wood! If he should establish a company to run steamships on the canals of Mars he would be equally convincing. Why in the devil does he want to establish hatcheries when he doesn't pretend to save what is hatched?

TEXAS PRESS

Advertising and the War
To discuss the advertising of Japan in England there Mr. and Mrs. M. F. Foster, addressed the American Association of Advertising Agencies recently.

In the first week of the war the government took over all the automotives and aircrafts, and the auto and single car tax has been laid for investors. Yet all the automobile manufacturers have carried their advertising on to their own standard. They are thus building and building good will, creating a fine starting line when peace comes, and

of far greater importance than all of this they will have their good will maintained, in fact increased by this enormous advertising, a mighty aid to advertising after the war comes.

Had they stopped advertising, with so many critical and important things passing upon the situation and consideration of everybody, even the names of the firms, and possibly the names of the men, would have been almost if not wholly forgotten, and what the chance comes after the war they would have to spend more money to recover their good will, to reestablish their names and prestige than they have been spending in maintaining their old reputation.

Business men have learned from the war that advertising is not simply the most effective and least expensive method of selling goods, but they have also learned now, through advertising, to expand its sale and distribution of their products, and will return their confidence with and good will of their customers.

This should be made to any modern business man. And if an industry which has discontinued sales to the public, elsewhere than to its advertising, has much more money than it is the amount of which it is freely earned by its advertising, all the better.

Advertisers will be decidedly foolish if they do not pay for the services of advertising. Advertising, to be sure, is one of the advertisements which we sell, and not an expense with us. Ought as in the creation of an indispensable part of national sales and the altogether all important. But aside from that, the service of the automobile men speak for them. Besides, we are willing to ensure our faith in advertising by advertising. It is this motto in our editorial page—Fort Worth Star-Tribune.

Autumn Equinox Monday Eve.

A streak across the sky, extending about halfway the distance from east to west, divides the earth's atmosphere. Spring is the collective name for the equinoctial.

The November equinox, September 23, is the day on which the imaginary line separating the hemispheres will run through the center of the sun, splitting the solar disk in half. At that moment the light of the sun falls evenly upon the northern and southern hemispheres of the earth. Day and night are the same length the world over. It is the autumnal equinox.

But the sun's center does not coincide exactly on that equatorial line for one hour. At the time of solstice, in June or December, the sun is almost still, for several days, as regards its movement northward or southward. Not so in the fall, or in the spring, when the sun moves more rapidly.

The sun in September is going "down hill" as Alvin Tappan says of the ship after passing the equator in the Pacific, and when the sun reaches the celestial equator it does not stop but as it appears to do when approaching the Tropic of Cancer in midsummer and the Tropic of Capricorn at midwinter.

By 2 o'clock in the afternoon of Tuesday, September 24, less than one day after the moment of equinox, the sun will have moved south until its northern rim will barely touch the equatorial line. This rapid movement of the sun southward will continue until 15 days in autumn, when it will begin to curve again toward the point of winter solstice.

We should remember, however, that this results not from any real movement of the sun but rather from the rapid movement of the earth as it passes eastward along the path of its orbit, and around the sun at the rate of about 300 miles an hour.

What Texas Is Missing.

A brief survey of the industrial situation in Kansas City should be of interest to those Texas manufacturers who have failed to bring government contracts to this State. And the Kansan City Times gives some figures.

For one Kansas City manufacturer, a manufacturer of war materials, the total value of contracts held by the government is \$35,000,000.

That figure is an increase of \$20,000,000 over the contracts held on July 1. More than 15,000 persons are employed by manufacturers doing exclusive war work.

And only 100 of the 31 plants have been completed in order to produce these to the government.

The large surplus of the food supply is to be avoided. A Korean City citizen is in order for the manufacture of such sheets at the rate of 2,000,

and these to the government.

The large surplus of the food supply is to be avoided. A Korean City citizen is in order for the manufacture of such sheets at the rate of 2,000,

and these to the government.

And only 100 of the 31 plants have been completed in order to produce these to the government.

The large surplus of the food supply is to be avoided. A Korean City citizen is in order for the manufacture of such sheets at the rate of 2,000,

and these to the government.

And only 100 of the 31 plants have been completed in order to produce these to the government.

The large surplus of the food supply is to be avoided. A Korean City citizen is in order for the manufacture of such sheets at the rate of 2,000,

and these to the government.

And only 100 of the 31 plants have been completed in order to produce these to the government.

The large surplus of the food supply is to be avoided. A Korean City citizen is in order for the manufacture of such sheets at the rate of 2,000,

and these to the government.

And only 100 of the 31 plants have been completed in order to produce these to the government.

The large surplus of the food supply is to be avoided. A Korean City citizen is in order for the manufacture of such sheets at the rate of 2,000,

and these to the government.

And only 100 of the 31 plants have been completed in order to produce these to the government.

The large surplus of the food supply is to be avoided. A Korean City citizen is in order for the manufacture of such sheets at the rate of 2,000,

and these to the government.

And only 100 of the 31 plants have been completed in order to produce these to the government.

The large surplus of the food supply is to be avoided. A Korean City citizen is in order for the manufacture of such sheets at the rate of 2,000,

and these to the government.

And only 100 of the 31 plants have been completed in order to produce these to the government.

The large surplus of the food supply is to be avoided. A Korean City citizen is in order for the manufacture of such sheets at the rate of 2,000,

and these to the government.

And only 100 of the 31 plants have been completed in order to produce these to the government.

The large surplus of the food supply is to be avoided. A Korean City citizen is in order for the manufacture of such sheets at the rate of 2,000,

and these to the government.

And only 100 of the 31 plants have been completed in order to produce these to the government.

The large surplus of the food supply is to be avoided. A Korean City citizen is in order for the manufacture of such sheets at the rate of 2,000,

and these to the government.

And only 100 of the 31 plants have been completed in order to produce these to the government.

The large surplus of the food supply is to be avoided. A Korean City citizen is in order for the manufacture of such sheets at the rate of 2,000,

and these to the government.

And only 100 of the 31 plants have been completed in order to produce these to the government.

The large surplus of the food supply is to be avoided. A Korean City citizen is in order for the manufacture of such sheets at the rate of 2,000,

and these to the government.

And only 100 of the 31 plants have been completed in order to produce these to the government.

The large surplus of the food supply is to be avoided. A Korean City citizen is in order for the manufacture of such sheets at the rate of 2,000,

and these to the government.

And only 100 of the 31 plants have been completed in order to produce these to the government.

The large surplus of the food supply is to be avoided. A Korean City citizen is in order for the manufacture of such sheets at the rate of 2,000,

and these to the government.

And only 100 of the 31 plants have been completed in order to produce these to the government.

The large surplus of the food supply is to be avoided. A Korean City citizen is in order for the manufacture of such sheets at the rate of 2,000,

and these to the government.

And only 100 of the 31 plants have been completed in order to produce these to the government.

The large surplus of the food supply is to be avoided. A Korean City citizen is in order for the manufacture of such sheets at the rate of 2,000,

and these to the government.

And only 100 of the 31 plants have been completed in order to produce these to the government.

The large surplus of the food supply is to be avoided. A Korean City citizen is in order for the manufacture of such sheets at the rate of 2,000,

and these to the government.

And only 100 of the 31 plants have been completed in order to produce these to the government.

The large surplus of the food supply is to be avoided. A Korean City citizen is in order for the manufacture of such sheets at the rate of 2,000,

and these to the government.

And only 100 of the 31 plants have been completed in order to produce these to the government.

The large surplus of the food supply is to be avoided. A Korean City citizen is in order for the manufacture of such sheets at the rate of 2,000,

and these to the government.

And only 100 of the 31 plants have been completed in order to produce these to the government.

The large surplus of the food supply is to be avoided. A Korean City citizen is in order for the manufacture of such sheets at the rate of 2,000,

and these to the government.

And only 100 of the 31 plants have been completed in order to produce these to the government.

The large surplus of the food supply is to be avoided. A Korean City citizen is in order for the manufacture of such sheets at the rate of 2,000,

and these to the government.

And only 100 of the 31 plants have been completed in order to produce these to the government.

The large surplus of the food supply is to be avoided. A Korean City citizen is in order for the manufacture of such sheets at the rate of 2,000,

and these to the government.

And only 100 of the 31 plants have been completed in order to produce these to the government.

The large surplus of the food supply is to be avoided. A Korean City citizen is in order for the manufacture of such sheets at the rate of 2,000,

and these to the government.

And only 100 of the 31 plants have been completed in order to produce these to the government.

The large surplus of the food supply is to be avoided. A Korean City citizen is in order for the manufacture of such sheets at the rate of 2,000,

and these to the government.

And only 100 of the 31 plants have been completed in order to produce these to the government.

The large surplus of the food supply is to be avoided. A Korean City citizen is in order for the manufacture of such sheets at the rate of 2,000,

and these to the government.

And only 100 of the 31 plants have been completed in order to produce these to the government.

The large surplus of the food supply is to be avoided. A Korean City citizen is in order for the manufacture of such sheets at the rate of 2,000,

and these to the government.

And only 100 of the 31 plants have been completed in order to produce these to the government.

The large surplus of the food supply is to be avoided. A Korean City citizen is in order for the manufacture of such sheets at the rate of 2,000,